

# Visitor Alliance of Cayucos (VAC) (Cayucos Local Fund Advisory Board)

## Minutes

June 6, 2016 – Cayucos Visitor's Center

### Board Members Present:

Steve Hennigh, Good Clean Fun  
Carol Kramer, Sea Shanty (Co-Chair)  
Toni LeGras, Beachside Rentals (Co-Chair)  
Jay Patel, Cayucos Beach Inn  
Richard Shannon, On the Beach B&B  
Cindy Walton, Cayucos Vacation Rentals

### Others Present:

Ashlee Akers, Verdin Marketing  
Stephanie Goodwin, Verdin Marketing  
Jason Hargett, Pier View Suites  
Stuart Selkirk, Cayucos Cellars

**Absent:** None

**CBID:** Cheryl Cuming (CAO) & Shirley Lyon

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1. **Call to Order:** By Co-Chair Carol Kramer at 5:30 p.m.
  2. **Public Comment:** None
  3. **Consent Items:**
    - a. **Approval of Minutes 5/2/16 Meeting:** Cindy Walton made a motion to accept the Minutes of the May 2, 2016 Meeting as written with no additions or corrections. Carol Kramer seconded the motion; motion carried with Jay and Steve abstaining, as they were not in attendance.
  4. **CBID Update/Programs Funded through Local Boards:**
    - a. Local Fund Stat Summary: VSLOCO reported that tourism has grown at a rate of 4% over 2014, a 14% increase from previous years' growth rate. The CBID renewed on May 26th with a less than 1% protest rate. It was requested that the TOT report by lodging type continue to be provided on a quarterly basis.
    - b. 2015 Stat Summary Dashboard: Cheryl reviewed the summary and stated that the full year-end report can be obtained from the members' site. From January through December, the newsletter grew 59%; lots of content and videos were added to the website; Facebook fans grew by 58%; unique web visitors grew 8% (the CBID is looking at how to improve this figure); and there were 153 feature editorial placements.
    - c. The next CBID Board Meeting is scheduled for June 15<sup>th</sup> at 12:00 p.m. at the Apple Farm.
  5. **Financials:** Total contribution through April was 12%. The budget report was updated and reviewed, with projected revenue on track. A replacement Treasurer will be appointed at the next meeting.
  6. **Action/Discussion Items:**
    - a. **Discussion & Vote for Approval – Vacant Board Seat Application, Jason Hargett:** Jason introduced himself and gave the board some background information. Jason is former board member Mike Hargett's son. Jason and Mike have discussed Mike's position on the board and explained what the board does and Jason is interested in participating. Richard Shannon made a motion to approve Jason Hargett's Application to join the Visitor Alliance of Cayucos board; Toni LeGras seconded the motion. Discussion: Steve invited Jason to join the marketing committee if he is interested. Motion carried.
  7. **Committee Reports:**
    - a. Marketing:
      - i. Verdin Update: Verdin thanked the board and the marketing committee for working with them throughout the year. The year in review (July 2015 – May 2016) stats and highlights were reviewed, which included: 6,010 visits to the Stay page with 55,677 total visits to the website and 34,850 unique visitors; the live beach cam is the most visited page; 12,496 "Likes" on Facebook; 2.37% engagement rate (industry average is 2%); 1,767 Instagram followers; 6,612 total e-newsletter contacts with an average of 15 new sign ups each week and a 30.6% average open rate. Their recommendations for 2017 include continuing with the social media and e-newsletter

efforts; buy Facebook ads (if budget allows); website updates; and quarterly reports and meetings.

- ii. Committee Update: The Committee has met several times and has been looking at future marketing efforts for the VAC. What has been determined is that a budget needs to be determined and the board is ready to “try something different”. Discussion followed regarding finding a replacement marketing agency or individual. The board was reminded that any contracts of or above \$25,000 will require a Request for Proposal. A “point person” needs to be identified to lead the way and manage the implementation of a new agency and/or take the position to manage the social media accounts and website updates. The two most important components to consider are messaging (social media, e-blasts) and media strategy (advertising and budget). While a marketing agency or individual will need to be chosen before September for shoulder season promotion, someone else will need to be selected in the meantime to update the social media pages and some web content between July 1<sup>st</sup> and September. It was decided that Steve will inform Verdin that the VAC will not be renewing or updating their contract once the current contract expires on June 30<sup>th</sup> and will be requesting the list of pertinent assets (passwords, log-in information) to the VAC’s social media accounts and website. Jason Hargett has volunteered to temporarily step in to update the social media pages until an interim marketing hire is approved. Steve requested that everyone consider anyone who might be able and willing to do the job and ask that they submit a Scope of Services (cost and description of services) if interested in the position. The scope of services to manage the board’s social media accounts will be approximately 90-120 days with a not-to-exceed amount of \$500/month. A sample scope will be sent to the marketing committee. The next step will be for the committee to begin to look for a potential agency to be hired in October for promotion of the shoulder season.

- b. Events: John has been proactive in the fall Concert Series and it was mentioned that Morro Bay has expressed interest in partnering.
- c. Beautification/Outreach: \$100,000 in grant funding for Beautification has been released from the County with a deadline for applications of June 17<sup>th</sup>. Melissa will send the link to Carol, Toni, Cindy, and Steve.
- d. STP Liaison: No report at this time.
- e. Chamber Liaison: No report at this time.
- f. Cow Parade Update: The cow will arrive on Thursday and Barbara Saia is very enthusiastic and is working closely with the cow parade folks. Barbara will also be setting up areas for passersby to watch the artist work on the cow.

**8. Future Agenda Items/New Business:**

- a. Discussion & Vote for Approval: Interim marketing hire
- b. Marketing Discussion: Goals
- c. Designation of Treasurer
- d. Eroica follow-up report

**9. Closing Comments:** None.

**10. Next regular Visitor Alliance of Cayucos Meeting:**

Date: Monday, July 11<sup>th</sup>

Time: 5:30 p.m.

Location: Cayucos Visitor’s Center

**11. Adjournment:** Meeting adjourned at 7:04 p.m.